

**D I G I T A L
M E D I A
O U T L O O K**



A TECHNOLOGIC CONFERENCE
September 12 & 13, 1994 • San Francisco

During the next few years, computer technology will transform three of our most important cultural institutions — our schools, our mass media, and our entertainment industry. Simultaneously, new communications technologies will change the way companies build, buy, sell, service, support, and design new products. New technologies mean new ways of thinking — both about how we educate our children and how we run our businesses. These new ways of thinking lead to new

When digital media finally arrives in our dens and living rooms, will it be on a computer or on a television set? How much, we shudder to ask, will it cost?

Is the FCC really to blame for the failure of the telephone and cable mergers?

companies with new business models. In

September, we're bringing many of

these companies together to look at

the business of digital

media. Despite all the hyperbole, it's a world that's still brave, still new, and still extraordinarily important.

What will recast telecommunications legislation mean for the regional Bell operating companies?

But this world is extraordinarily competitive, and changing rapidly. Who will the winners be? The computer companies, media companies, communications companies, new companies, or partnerships of all four? Which technologies will flourish, and at what pace? Will ambivalent users forestall success even for the strong? At **Digital Media Outlook**, you'll get the answers directly from the industry leaders — the same folks who will be doing battle over the markets for

Which is the more interesting market, interactive information systems for business users or for consumers?

hardware, software, services, communications, broadcasting, publishing, and education.

This is not a multimedia conference; our focus is business, not technology for its own sake. Where in the brave new digital world are the opportunities for those who make computers, software, semiconductors, or communications systems?

Where are they for

those who operate

television networks,

publish books or records,

or produce films? New media is becoming a reality. At

Digital Media Outlook, we'll examine that reality and lay out the competitive issues that will determine winners and losers in this emerging industry.

What's going on with digital convergence? Last year it was the next big thing. Now the mega-deals are falling apart. Has someone called off the digital revolution?

The next phase of growth is an important one. After unreal expectations, confused alliances, and wishful thinking, the digital media industry is getting down to

Which are the best servers for video on demand? What's the best way to get that video into homes?

business. To find out what this

business will look like, and to

discuss some of the lessons

learned, we invite you to join us for **Digital Media**

Outlook, the second annual Technologic conference on the future of new information delivery systems. We're bringing together the most important players at the leading companies; they'll tell us where they're leading us, and why.

Will it be years before the information highway is built, or can we travel it already on the

Monday • The Companies

- 7:00 AM Continental Breakfast
- 8:00 AM **Welcome and Introduction**
Richard A. Shaffer, *Principal • Technologic Partners*
- 8:30 AM **Creating and Destroying Value:
Navigating the Multimedia Landscape**
John Hagel, *Principal • McKinsey & Company*
- 9:15 AM Break
- 9:30 AM Management Meetings
- 1:15 PM Lunch
The Information Highway: Sense or Nonsense?
A. Michael Noll, *Professor
Annenberg School for Communications,
University of Southern California*
- 2:45 PM Management Meetings

Tuesday • The Issues

- 7:00 AM Continental Breakfast
- 8:00 AM To be announced
- 8:45 AM **Infrastructure**
Media Systems: Future directions in broadband, interactive networks.
- What markets will drive network deployment?
 - Which will be more important, the PC or the TV?
 - How will system architecture affect content developers?
 - Where are the opportunities for new companies?
- Moderator**
Gary P. Smaby, *President • Smaby Group*
- Comcast**
Mark Coblitz • *VP, Strategic Planning*
- Digital Equipment**
Charles F. Christ • *VP, Storage Business Unit*
- Additional panelists to be announced.

- 9:30 AM **Where's the Super in Information Superhighway?**
John Moussouris, *Chairman & CEO
MicroUnity Systems Engineering*

10:00 AM Applications

Tools for Tomorrow's Content: What developers need to create compelling programming.

- Can computer entertainment be adapted to television and consumer games?
- How should developers cope with the the rising number of incompatible platforms?
- Can different brands of tools be made to work together?
- What's the right mix of workstations and PCs?

Moderator

Ruthann Quindlen
General Partner • Institutional Venture Partners

Macromedia

John C. Colligan • *President & CEO*

Medior

Barry Schuler • *President & CEO*

Additional panelists to be announced.

- 10:45 AM Break

11:15 AM Markets

Virtual Classroom: How digital media will change education at home and school.

- What role will interactive networks play in creating and distributing educational software?
- As the market becomes more crowded, what are the best survival strategies?
- Will traditional book publishers get left behind or will they take a larger role in educational software?
- What new categories will emerge in the near future?

Moderator

Kathleen Wiegner, *Contributor • ComputerLetter*

Academic Systems

Bernard R. Gifford • *Chairman & CIO*

daVinci Time & Space

Carol Peters • *Chairman & CEO*

Knowledge Adventure

Bill Gross • *Chairman*

The Lightspan Partnership

John T. Kernan • *Chairman & CEO*

12:00 PM Services

Information Networks: Commercial development of the Internet.

- Can a defensible business be created on a free, public network?
- How does the Internet affect today's online services?
- What is Internet-savvy marketing and advertising?
- What are the barriers to electronic commerce?

Moderator

Brian O'Connell, *Contributor • ComputerLetter*

Enterprise Integration Technologies

Jay M. Tenenbaum • *Chief Executive Officer*

MecklerWeb

Christopher Locke • *President*

Mosaic Communications

Marc Andreessen • *VP, Technology*

Additional panelist to be announced.

12:45 PM Lunch

2:15 PM Services

Born to Shop: Connecting buyers and sellers in the electronic marketplace.

- Will digital media expand the role of home shopping or gradually replace paper catalogs and direct mail?
- How can online services persuade customers to buy and not merely browse or chat?
- What will change consumer buying behavior in favor of the electronic marketplace?
- When will digital shopping assistants be commonplace?

Moderator

John W. Wilson

Managing Editor • ComputerLetter

eShop

Matt Kursh • *Chief Executive Officer*

Fingerhut

Rakesh Kaul • *Vice Chairman*

Internet Shopping Network

Randy Adams • *President*

QVC

Stephen Tomlin • *VP & GM, Interactive Technology*

3:00 PM Near-Term Consumer Markets for Interactive Multimedia Services and Products

Thomas F. Mandel

Senior Management Consultant • SRI International

3:30 PM Content

Corporate Consumers: The new media and business-to-business programming.

- What will drive the corporate market?
- Which are most marketable: new media applications, communications, or content?
- What's the appropriate distribution model for business information?
- Are there low-bandwidth new media opportunities?

Moderator

To be announced

Hands On Technology

Michael Mellin • *President*

Intel

Avram Miller • *VP, Corporate Business Development*

Additional panelists to be announced.

4:15 PM Content

Fun and Games: What consumers want from tomorrow's digital entertainment.

- What will be under Christmas trees in 1995?
- How will online services change the games business?
- Can Hollywood and Silicon Valley collaborate, or are the businesses and cultures too different?
- Where will consumers get the time or money for digital entertainment?

Moderator

Lucianne Painter

Vice President • Salomon Brothers

Crystal Dynamics

Strauss Zelnick • *President & CEO*

Rocket Science Games

Steve Blank • *Chief Executive Officer*

Additional panelists to be announced.

5:00 PM Conference Concludes

Management Presentations

A.D.A.M. Software
Robert S. Cramer
Chairman

Academic Systems
Bernard R. Gifford
Chairman & CIO

Accolade
Peter Harris
President & CEO

Activision
Robert Kotick
Chairman & CEO

AimTech
Usman Ismail
President & CEO

Alias Research
Robert K. Burgess
President & CEO

American Laser Games
Robert Grebe
President

Aris Entertainment
Chris Kitze
President

Aura Vision
Steve Chan
President

Avid Technology
Curt Rawley
President

Aware
Howard Resnikoff
President & CEO

Books that Work
Stuart Gannes
Chief Executive Officer

Broadvision
Pehong Chen
Chairman & CEO

Brøderbund Software
Douglas G. Carlston
Chairman & CEO

C-Cube Microsystems
William J. O'Meara
President & CEO

Capitol Multimedia
Robert I. Bogin
Chief Executive Officer

Catapult Entertainment
Adam Grosser
President

Connect
Thomas P. Kehler
President & CEO

Contentware
Kenneth Koppel
President

Crystal Dynamics
Strauss Zelnick
President & CEO

Davidson & Associates
Robert Davidson
Chairman & CEO

Digidesign
Peter Gotcher
President & CEO

Digital Generation Systems
Henry Donaldson
President & CEO

The Duck Corporation
Stanley Marder
President

Edmark
Sally G. Narodick
Chief Executive Officer

Fathom Pictures
Garry Hare
President

FITS Imaging
Bruno Delean
President

Gametek
Bruce Lowry
President

Hands On Technology
Michael Mellin
President

HSC Software
John J. Wilczak
Chairman & CEO

Humongous Entertainment
Shelley Day
President

Hybrid Networks
Howard Strachman
President & CEO

ICTV
Gary Lauder
Chairman

Infosafe Systems
Thomas H. Lipscomb
President

InfoSeek
Steve Kirsch
President

Integrated Information Technology
Chi-Shin Wang
President & CEO

Integrated Network
Yo-Sung Cho
President

Interactive Network
David Lockton
Chairman & CEO

Iterated Systems
John Festa
Chief Executive Officer

KidSoft
Audrey MacLean
Chairman

Knowledge Adventure
Bill Gross
Chairman

The Lightspan Partnership
John T. Kernan
Chairman & CEO

Macromedia
John C. Colligan
President & CEO

Magic Edge
Don Morris
Chairman

Maxis
Jeff Braun
Chairman & CEO

Media Magic
Gerry Machi
President & CEO

Media Mosaic
David Billstrom
Chief Executive Officer

Media Vision
Robert Brownell
Acting President & CEO

Medio Multimedia
Steven Podradchik
President & CEO

Microware Systems
Kenneth Kaplan
President

Minerva Systems
Mauro Bonomi
President

Minnesota Educational
Dale LaFrenz
President & CEO

MNI Interactive
John Atcheson
President

MovieFone
Andrew Jarecki
Chief Executive Officer

Multex Systems
Isaak Karaev
President & CEO

New Video
Peter Forman
President & CEO

NuReality
Thomas Yuen
President

Pacific Data Images
Carl Rosendahl
President

Passport Designs
David Kusek
President

PF Magic
John Scull
Managing Director

Rocket Science Games
Steve Blank
Chief Executive Officer

Sanctuary Woods Multimedia
Scott Walchek
President & COO

7th Level
George Grayson
President & CEO

Sierra OnLine
Kenneth A. Williams
Chairman & CEO

Spectrum Holobyte
Gilman Louie
Chairman

Splash Studios
Patrick Ford
President & CEO

Starwave
Michael Slade
President

STATS
John Dewan
President

T-HQ
Brian Farrell
Chief Operating Officer

The 3DO Company
Trip Hawkins
Chairman, President & CEO

USA Video
Philip J. Monego Sr.
Chairman

Vertigo Development Group
Martin J. Fahey
President

WAIS
Brewster Kahle
President

Wave Systems
Peter J. Sprague
Chairman & President

Worldview Systems
Steven N. Baloff
President & CEO

Xing Technology
Howard Gordon
President & CEO

Xiphias
Peter Black
President

Zing Systems
John Reardon
President & CEO

Who should come?

If it's your job to follow new technologies in computing as the industry moves beyond the desktop, or if you monitor the future of broadcasting or publishing, this is the conference for you.

Register now.

The program will be held at the San Francisco Airport Marriott in Burlingame, California. The conference fee is \$1,495, which includes all conference activities and meals. Cancellations will be assessed a \$100 service fee through Friday, August 26. After that date, no refunds will be made. \$100 service fee through Friday, August 26. After that date, no refunds will be made. With prior notice, substitutions within a company may be arranged.

Hotel

A block of rooms has been reserved from September 11 through 13 at the San Francisco Airport Marriott, 1800 Old Bayshore Road, in Burlingame, California, less than ten minutes from the airport. To reserve a room, please call the hotel directly at 415-692-9100 and ask for a room from the "Technologic block." The room block will be held through Monday, August 22. Thereafter, rooms will be on a space-available basis.

For more information, as well as the latest additions to the program, telephone the Conference Coordinator at Technologic Partners in New York at 212-696-9330.



Join us at

DIGITAL MEDIA OUTLOOK

September 12 & 13, 1994
San Francisco Airport Marriott

☐ Enclosed is my payment for \$1,495.

Name

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Please charge my credit card:

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Exp. Date

Signature

Please mail or fax this form to the attention
of Conference Coordinator.

Make checks payable to "Technologic Partners." Cancellations
will be assessed a \$100 service fee through Friday, August 26.
After that date, no refunds will be made.



Technologic Partners

419 Park Avenue South, Suite 500
New York, NY 10016
(212) 696-9330 • FAX (212) 696-9793

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